

CLAIM AMENDMENTS

1-11. (Canceled)

12. (Currently Amended) A transmission system comprising:

an encoder that combines different transmissions;

a device that sets a first marker in the transmission, said first marker enabled when a handle pointing to said first marker is provided; and

a counter that tracks the transmission from the point where the enabled first marker was inserted.

13. (Original) The system of claim 12 including a content provider and a broadcast encoder coupled to said content provider.

14. (Currently Amended) The system of claim 13 wherein said broadcast encoder sets the first marker in ~~the~~ a video transmission.

15. (Currently Amended) The system of claim 13 wherein said content provider sets the first marker in a ~~the~~ video transmission.

16. (Previously Presented) An article comprising a medium for storing instructions that cause a computer to:

- set a first marker in a transmission;
- call a method which provides a handle to said first marker; and
- track the transmission after said first marker, said tracking on-going from the transmission of point in time when the first marker is transmitted; and

report the transmission.

17. (Original) The article of claim 16 including instructions that cause the computer to receive web content transmissions and accompanying television broadcasts from a content provider.

18. (Original) The article of claim 17 including instructions that cause the computer to receive a web content broadcast with the first marker inserted within the broadcast data, combine the web content broadcast with a television broadcast and transmit the combined broadcast.

19. (Canceled)

20. (Previously Presented) The article of claim 16 including instructions that cause a computer to call a method which obtains current transmission details using said handle.

21. (Original) The article of claim 20 including instructions that cause a computer to provide a second marker and associate said second marker with a second handle.

22. (Original) The article of claim 21 including instructions that cause a computer to call a method which provides transmission details and terminates the handle.

23. (Original) The article of claim 21 including instructions that cause a computer to allow said first and second markers to be accessed separately using separate handles so that transmission details associated with different portions of a data transmission can be obtained.

24. (Canceled)

25. (Previously Presented) The article of claim 16 including instructions that cause a computer to report the transmission.

26. (Previously Presented) A method comprising:
receiving a handle to a first marker that is set in a video transmission; and
using said handle, tracking the transmission after said first marker, said tracking on-going from the transmission of said first marker.

27. (Previously Presented) The method of claim 26 wherein on-going tracking includes counting bits transmitted and elapsed time from the point when the first marker is transmitted.

28. (Previously Presented) The method of claim 26 including receiving web content transmissions and accompanying television broadcasts from a content provider.

29. (Previously Presented) The method of claim 28 including receiving a web content broadcast with said first marker inserted within the broadcast, combining the web content broadcast with a television broadcast and transmitting the combined broadcast.

30. (Previously Presented) The method of claim 28 including receiving web broadcast content from a content provider, combining the web broadcast content with television programming at a broadcast encoder and inserting said first marker at the broadcast encoder.

31. (Previously Presented) The method of claim 26 including invoking a method which obtains current transmission details using said handle.

32. (Previously Presented) The method of claim 31 including providing a second marker and associating said second marker with a second handle.

33. (Previously Presented) The method of claim 32 including calling a method which provides transmission details and terminates said handle.

34. (Previously Presented) The method of claim 32 including allowing said first and second markers to be accessed separately using separate handles so that transmission details associated with different portions of a transmission can be obtained.

35. (Previously Presented) The method of claim 26 including providing a log-in server, reporting a transmission to said log-in server and allowing a third party to access said log-in server to receive transmission reporting.

36. (Previously Presented) A method for tracking video transmissions comprising:

setting a first marker in the video transmission;
invoking a method which provides a handle to said first marker;
tracking the transmission after said first marker, said tracking
on-going from the transmission of the first marker; and
reporting the transmission.

37. (Previously Presented) The method of claim 36 including invoking a method which obtains current transmission details using said handle.

38. (Previously Presented) The method of claim 37 including providing a second marker and associating said second marker with a second handle.

39. (Previously Presented) The method of claim 38 including calling a method which provides transmission details and terminates the handle.

40. (Previously Presented) The method of claim 38 including allowing said first and second markers to be accessed separately using separate handles so that transmission details associated with different portions of a transmission can be obtained.

41. (Previously Presented) The method of claim 36 including receiving a web content broadcast with the first marker inserted within the broadcast, combining the web content broadcast with a television broadcast and transmitting the combined broadcast.

42. (Previously Presented) The method of claim 36 including receiving web broadcast content from a content provider, combining the web broadcast content with television programming at a broadcast encoder and inserting the first marker at the broadcast encoder.

43. (Previously Presented) The method of claim 36 including providing a log-in server, reporting a transmission to said log-in server and allowing a third party to access said log-in server to receive transmission reporting.